BTEC Assignment Brief

Qualification	Pearson BTEC Level 3 International Certificate in Enterprise and Entrepreneurship Pearson BTEC Level 3 International Subsidiary Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 International Foundation Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 International Diploma in Enterprise and Entrepreneurship Pearson BTEC Level 3 International Extended Diploma in Enterprise and Entrepreneurship
Unit number and title	**Unit 33: Enterprise and Entrepreneurs**
Learning aims	**A:** Explore the nature of enterprise **B:** Investigate the motivations for entrepreneurship
Assignment title	The nature of enterprise and the motivations of the entrepreneur
Assessor	
Issue date	
Hand in deadline	

Vocational Scenario or Context	In enterprise we learn that those who take the biggest risks generally gain the highest rewards. But we also know that for every successful entrepreneur there are several others who have failed. There are very few overnight success stories when it comes to new businesses being set up. Back in 1999, Richard, Adam and Jon started “Innocent” with a simple aim: to make it easy for people to do themselves and others some good. They pledged that “Innocent” would always give 10% of its profits to charity; a promise fulfilled in how Innocent does business today, ensuring that the more good stuff the company sells, the more good it does. Today their products are widely available and the business is constantly evolving. All successful modern enterprises started with ideas, visions and the motivation to succeed in spite of the difficulties faced. What characterises the successful ones is often the refusal to take ‘no’ for an answer when faced with obstacles and barriers along with the personal and entrepreneurial skills to overcome these.

Task 1	Select either Innocent’s entrepreneur, or another successful entrepreneur, and research the skills, capabilities and mindset that has led to the success of the enterprise. Your research should cover the type of enterprise, how the enterprise meets customer’s needs and aspirations, the

	types of risks facing the enterprise and the skills, attributes and mindset displayed by the entrepreneur. Using this research, prepare a written report that analyses and evaluates why the enterprise has been successful and the importance of the skills, attributes and attitude to risk of the entrepreneur. Your report will evaluate the mindset of the entrepreneur and how they weighted risks versus opportunities. The report will have a clear conclusion that is fully justified by developed and well balanced arguments that are supported by your research.
Checklist of evidence required	An individual written report.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
33/A.P1	Explain why a chosen entrepreneur and their enterprise(s) has been successful.
33/A.P2	Explain, using examples, why it is important for entrepreneurs to consider the risks facing an enterprise.
33/A.M1	Analyse how the skills and attributes of a chosen entrepreneur, and their attitude to risk, has contributed to the success of their enterprise.
33/A.D1	Evaluate the importance of the skills and mindset of the entrepreneur to the success of their enterprise.

Task 2	As we can see in the scenario above the motivation for starting a new enterprise is more than just a bright idea although this might be the starting point. The motivation may involve the desire to 'go it alone', take on new challenges and opportunities as well as financial and family reasons. You will need to research these motives and reasons along with the obstacles and barriers met when setting up the new venture. These may include product or service viability, cash and other financial constraints as well as the need to acquire new skills and experience. You will also need to consider legal and other regulatory requirements. Your research must include how these obstacles and barriers were overcome. The final part of your research includes how enterprises contribute to the local and national economy in different ways. This may include wealth creation, jobs as well as innovations to improve efficiency and raise living standards. You now need to produce a written report that evaluates the motivation for your chosen entrepreneur when starting out on this venture. The report will also include a discussion of the obstacles and barriers met and overcome. You will need to include an evaluation of what contribution your chosen enterprise has made to the local and national UK economy. The report will be comprehensive; it will be professionally presented with a logical structure and will be well written

	making use of the correct business and financial terminology.
Checklist of evidence required	An individual written report.

Criteria covered by this task:	
Unit/Criteria reference	To achieve the criteria you must show that you are able to:
33/B.P3	Explore the motivation of a specific entrepreneur for launching an enterprise.
33/B.P4	Discuss how a specific entrepreneur overcame barriers when setting up their enterprise.
33/B.M2	Assess the importance of a specific entrepreneur's enterprise to the economy.
33/B.D2	Evaluate the motivation of a specific entrepreneur for setting up their enterprise, and its importance to the economy.

Sources of information to support you with this Assignment	www.pjea.org.uk Information on The Peter Jones Academy with links to case studies and examples www.innocentfoundation.org Website for the Innocent Foundation www.enterprise.ac.uk/index.php/case-studies mec.portals.mbs.ac.uk/Enterpriseactivities.aspx www.young-enterprise.org.uk/ All of these provide further case-studies and links www.businesscasestudies.co.uk The Times 100 has economics and business case studies. The site also has a selection of theory notes aimed at learners.
Other assessment materials attached to this Assignment Brief	*eg, work sheets, risk assessments, case study*